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BEE
Danville, Virginia
July 1, 1963

Another Attack Brewing

Reports that the government is preparing to issue through its Public Health Division a new and formidable attack on tobacco is causing the industry some concern, because it now appears to be a vindictive assault which can only do harm to one industry which pours tax money into the treasury.

Tobacco Institute, which is looking after the industry's interests, reminds us that the theory about cigarette smoking and health has been repeated so often that many have forgotten it is still just a theory lacking clinical and laboratory verification.

The public should not ignore the opinion of Dr. Joseph Berkson, head of medical statistics at Mayo clinic, that "statistical studies must be confirmed by experimental studies and other different types of investigation—and this has not happened. The fact is there is a dispute among scientists as to the causes of lung cancer and heart disease and much more must be learned before it will be known whether any of the factors now under study has a role in causation."

That the industry is sincerely interested in plumbing the depths of smoking and health, is indicated by the fact that more than six million dollars in research funds has been made available for independent medical and scientific research.

PRINTERS' INK
June 28, 1963

Accurate, but not right

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The Tobacco Industry Research Committee has offered an impressive answer to the American Heart Assn.'s recent anti-smoking resolution. Unfortunately, it is not an answer to the points the Heart Assn. raised.

With the technically precise logic that has marked most of its recent statements, the TIRC declares that "statistical association does not prove causal relationship." This is quite true and it is also irrelevant. The Heart Assn. didn't claim any "causal relationship" between smoking and heart disease. What it did claim was that the available evidence — admittedly circumstantial — is sufficient cause for concern, especially when it comes to smoking by teenagers and "high-risk" individuals.

The TIRC had better shake off the notion that to be technically accurate is to be right. It is not facing a scientific seminar, but mounting alarm.

PRINTER'S INK
New York, New York
July 19, 1963

What's not a risk?

Westport, Conn.

Why do you pick on the tobacco industry (editorial, June 28)?

It's a theory that smoking too much gives you lung cancer. It's a proven fact that eating too much cake makes you too fat. And overweight is America's greatest single health menace. People who sell calories shouldn't throw stones!

Who is the better health risk?
The man who smokes too much?
The man who drives too fast?
The man who eats too much?
The man who drinks too much?
The man who works too hard?
Ask your doctor—or your own common sense!

Perhaps we should ban cake-mix advertising from media exposed to middle-aged women—insist that TV commercials show automobiles operated on the basis of Safety Council standards—prevent susceptible children from being hooked by the candy habit.

And where will it all end?—DAVID G. LYON, *president*, DAVID G. LYON INC.

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Source: https://www.industrydocuments.ucsf.edu/docs/fpyk0000